

# MINUTES

REGULAR MEETING OF  
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION  
THURSDAY, APRIL 19, 2007  
7:30 PM

1. CALL TO ORDER AND ROLL CALL

Chairman Wetzork called the meeting to order at 7:31 p.m.

Present: Chairman Wetzork. Commission Members: Autorino, Bonta, Lindsey, Ryan, Schmitz and Zuppan (arrived at 7:32 p.m.)

Absent: Commission Members: Dahlberg and Kelly

Staff: Dorene Soto, Eric Fonstein and Rosemary Valeska

Following roll call, Chairman Wetzork announced that this afternoon he had received a phone call from Commission Member Kelly, who stated his intention to resign from the Economic Development Commission effective immediately.

2. MINUTES

2.a. Minutes of the Regular Meeting of March 15, 2007

Motion (Bonta), seconded and unanimous (with abstention by Autorino) to approve the minutes of the Regular Meeting of March 15, 2007 as submitted.

3. CONSENT CALENDAR

4. ORAL COMMUNICATIONS - PUBLIC

5. UNFINISHED BUSINESS

5.a. Recommendation to Review and Endorse the Draft Parking Management and Operations Plan for the Civic Center Parking Garage (continued from March 15, 2007)

Mr. Fonstein recapped the written staff report. Public speaker: Robb Ratto, Park Street Business Association Executive Director. Mr. Ratto stated that the PSBA Board unanimously endorsed the proposed system. He also stated that PSBA is trying to get a dedicated parking technician for Downtown to ensure parking enforcement on the street as well as the garage. He also stated that Lots A and C used to have gate arms with attendants; however, this turned out to be a "disaster" and PSBA had the

City install parking meters in those lots. Commission Member Ryan stated that based on his own review, he does not want the system used at Jack London Square but rather, the pay-by-space system. Commission Member Bonta asked if there was a parking industry standard ratio for the number of entrances and exits to the number of spaces. Mr. Fonstein asked consultant Brandon Bidlak of Spark Parking to address this question. Mr. Bidlak stated that there was no industry standard; it was site-specific. One exit lane is do-able; however, arms would be a problem. Commission Member Zuppan asked how much time was planned for public education. Mr. Fonstein stated that an extensive public education campaign was planned. Flyers will be distributed at the October Classic Car Show. People will be on site at the garage to demonstrate the payment system. Commission Member Autorino stated that based on his experience with the pay-by-space system at Fruitvale BART, we need to have simple instructions. Commission Member Bonta asked about the cost of additional enforcement in the garage. Ms. Soto stated that DSD staff had met with the Police Department today. The City now has four to six part time parking enforcement officers. The City needs to emphasize enforcement of the street meters in order to send the message that parking enforcement will be the same for both the street and the garage. Motion (Autorino), seconded and unanimous to endorse the Draft Parking Management and Operations Plan for the Civic Center Parking Garage.

6. NEW BUSINESS

6.a. Recommendation to Endorse the Draft Transportation Element of the General Plan Amendment CEQA Review

Obaid Khan of Public Works gave a PowerPoint presentation. Commission Member Autorino recommended that Mr. Khan make this presentation to the City of Alameda Task Force of the Alameda County Climate Protection Project. The Task Force may have comments on this and they are scheduled to make their recommendations on greenhouse gas reductions to City Council by early summer. Commission Member Schmitz commended Mr. Khan for the good work. Commission Member Zuppan asked about redirection of traffic on Eighth Street. Mr. Khan stated that they would need help from the consultant team to address that. Possible solutions could include traffic calming, diverting traffic to other streets, and signal coordination. The impact on other streets would need to be evaluated. Commission Member Lindsey stated that she had concerns regarding the use of bulbouts, as they cause the loss of parking spaces. Mr. Khan stated that the use of bulbouts had not been decided and that further study would be needed. Motion (Bonta), seconded and unanimous that this plan should be vetted by the City of Alameda Task Force of the Alameda County Climate Protection Project, and that the concerns regarding bulbouts should be noted.

6.b. Status Report for Parking Demand and Management Study for Park Street and West Alameda Business Districts

Mr. Fonstein recapped the written staff report. Commission Member Zuppan asked if the consultant had performed the parking demand study planned for late August after school started. Mr. Fonstein stated that the study was done and the data is being reviewed. This item was presented for information, only; no EDC action was requested.

6.c. Presentation of Draft Scope of Work – Park Street North of Lincoln Strategic Plan

Mr. Fonstein recapped the written staff report. Public speaker: Robb Ratto, Park Street Business Association Executive Director. Mr. Ratto thanked the Development Services Department for moving ahead on this before the car dealers left. He recommended that EDC approve the scope of work and commended all the work done by Ms. Soto and Mr. Fonstein. Commission Member Autorino questioned the purpose of item 2.h., Development and land uses on the Oakland side of the bridge. Mr. Fonstein stated that we need to recognize that things are changing on both sides of the Estuary. Mr. Fonstein stated that the RFP would be publicly advertised, with an emphasis on local planning firms. Commission Member Autorino asked about the cost. Ms. Soto stated that with all the workshops, etc., the cost would be +/- \$50,000. Commission Member Zuppan suggested that the City website could be utilized for public input and this could help keep costs down. This will be added to the scope of work. Chairman Wetzork stated that the public needs to know that when we lose Toyota, we lose a large source of sales tax. Commission Member Lindsey volunteered to represent the EDC on the consultant selection committee.

7. REPORTS

7.a. Oral Report: Chairman Wetzork – Chair of the Economic Development Strategic Plan Update Subcommittee

Chairman Wetzork stated that the subcommittee met two weeks ago to review the results of the city wide telephone survey. He also stated that it was not the intention to update the full EDSP – only the areas that need it. Report accepted.

7.b. Oral Report: Commission Member Schmitz – EDC representative to the Multi-Modal Transportation Task Force

Commission Member Schmitz requested that staff check to see if this task force was still needed. Ms. Soto stated that Public Works was still planning on more meetings.

7.c. Oral Report: Chairman Wetzork – EDC representative to the Pedestrian Task Force

Chairman Wetzork stated that he had nothing to report, as there have been no meetings. Ms. Soto stated that she would check with Public Works to see if this task force was still active.

7.d. Oral Report: Commission Member Autorino – EDC representative to the City of Alameda Task Force of the Alameda County Climate Protection Project

Commission Member Autorino stated that at the March meeting, a presentation was given by a representative from the City of San Francisco regarding their programs. The public's brainstorming list was broken down into subcategories and a cost-benefit matrix is being developed. He stated that he missed the April meeting, which was a public forum. He stated that he had not yet received a report on that meeting; however, he heard that there was a lot of participation. The task force is on schedule to make their recommendations this summer. Report accepted.

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

8.b. Gone Parking – *New York Times*

8.c. Peet's Roasting Facility – *SF Business Times*

8.d. *Redevelopment – Building Better Communities, March 2007*

Regarding Item 8.a., Ms. Soto stated that the EDC may want to consider canceling the July Regular Meeting, as there are no agenda items planned for that meeting at this time. Staff will come back with a formal recommendation.

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

9.a. Staff update – Alameda Theater & Parking Structure Project

Mr. Fonstein reported that construction was now out of the ground. The contingency budget has been cut back and the marquee and blade signs for the parking structure have been written back into the project. Paint matching is underway at the historic theater. A theater tour for PSBA has been scheduled for Wednesday, April 25 at 8:00 a.m. Mr. Ratto invited EDC members to join his tour. Ms. Soto stated that she would e-mail the EDC members with some possible tour dates.

Other items:

- ?? DSD staff recently made a to visit to Donsumor's new facility at Harbor Bay Business Park. They employ 50 people and are happy to be in Alameda. Their ribbon cutting ceremony is scheduled for Thursday, May 15 at 4:00 p.m.

- ?? The ribbon cutting ceremony for Peet's roasting facility at Harbor Bay Business Park will take place during the next couple of months.
- ?? DSD will be hosting a lunch and meeting for the human resource directors of Alameda's major employers on Wednesday, May 9. Information will be provided regarding the City's home buyer programs, youth programs, and the College of Alameda One-Stop Career Center's on-site employee training service. EDC members were asked to suggest businesses to invite.
- ?? The Alameda Marketplace was recently "Green Certified."
- ?? The RFQ for retailers for the Historic Alameda Theater retail spaces has received a lot of interest. Commission Member Zuppan stated that there was great outreach done for this.
- ?? Chairman Wetzork reminded all present of the Chamber lunch scheduled for Thursday, April 26 at 11:30 a.m. The location will be the Encinal Yacht Club and the featured speaker will be County Supervisor Alice Lai-Bitker. Her topic will be, "State of the County."
- ?? Commission Member Lindsey asked when Baskin-Robbins would be moving back into Bridgeside Shopping Center. Ms. Soto stated that she would find out for her.

10. ADJOURNMENT

The meeting was unanimously adjourned at 9:06 p.m.

Respectfully submitted,

Dorene E. Soto  
Manager, Business Development Division

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